

Message Text

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12

ACTION AF-18

INFO OCT-01 ISO-00 EB-11 COME-00 TRSE-00 OMB-01 CIAE-00

DODE-00 INR-10 NSAE-00 PA-04 RSC-01 USIA-15 PRS-01

SPC-03 AID-20 DRC-01 /086 W

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R 141745Z JAN 74

FM AMEMBASSY KINSHASA

TO SECSTATE WASHDC 6198

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FOR AMBASSADOR VANCE

E.O. 11652: N/A

TAGS: I, EIND, CG

SUBJECT: PLAN FOR RESURRECTION FORD-AFRICAUTO-ZAIRE

1. MR. ALFRED BASS, DIRECTOR GENERAL OF SALES, FORD FRANCE S.A. AND HIS ASSISTANT, MR. MICHEL BOUDIER, VISITED KINSHASA JANUARY 8-11. DURING TWO CONVERSATIONS AT WHICH E/C COUNSELOR PRESENT AND PEMBELE AND BOKANA, BUREAU DU PRESIDENCY, ASSURED BASS GOZ WOULD WRITE OFF AFRICANTO'S OUTSTANDING DEBT OF ONE AND ONE HALF MILLION ZAIRES. BASS AGREED TO ASSUME RESPONSIBILITY FOR RECRUITMENT NEW DYNAMIC EXPATRIATE DIRECTOR OF SALES, KWAKENDA WOULD BE RETAINED AS AFRICANTO'S TOP EXECUTIVE. BASS AGREED TO RESURRECT CONSIGNMENT PLAN POSTPONED LAST YEAR (DEFERRED PAYMENT 180 DAYS), AND BASS WAS ASSURED AFRICANTO WOULD BE STREAMLINED AND NUMBER OF FACILITIES AND EMPLOYEES REDUCED FROM PRESENT LEVEL ABOUT 800.

2. AS FIRST TWO STEPS TOWARD REHABILITATION AFRICANTO, 14 EXPATRIATE BELGIANS WERE DROPPED FROM PAYROLL LAST WEEK BY BUREAU DU PRESIDENCY (NOT KWAKENDA) AND AFRICANTO RECEIVED INFUSION SIX
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HUNDRED THOUSAND ZAIRES WORKING CAPITAL.

3. COMMENT: REHABILITATION AFRICANTO HAS NO
RELATIONSHIP TO ERECTION FORD MANUFACTURING ASSEMBLY
FACILITY IN ZAIRE. THIS WAS MADE CLEAR BY BASS TO
PEMBELE AND BOKANA, WHO ENDEAVORED TO EXACT GREATER
CONCESSIONS FROM FORD BASED ON THIS ASSUMPTION.
BASS CONFIRMED THAT IF MARKETING FORD PRODUCTS
IMPROVES CONSIDERABLY OVER NEXT FEW YEARS, BASS
WOULD NOT HESITATE TO RECOMMEND TO FORD DIRECTION
USA ERECTION ASSEMBLY FACILITY IN KINSHASA. NEWLIN

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